



DISNEYLAND® PARIS IS 25 YEARS OLD

Marne-la-Vallée, 12 April 2017 – Today Disneyland Paris, with its employees and guests, celebrates its official 25th anniversary, with festivities across the resort to mark the occasion. A quarter century ago, the first and only Disney park in Europe opened its doors.

An anniversary that is full of surprises

For its 25th Anniversary, Disneyland Paris planned a brand new show to pay tribute to its employees and guests. This one-day exclusive show is a true feast for the eyes and ears, accompanied by a musical number performed by some of the 15,000 employees of France's largest single-site employer.

In its 25 years, Disneyland Paris has become an essential player in the world of French show business. Its employees, referred to as 'Cast Members', work every day to bring Disney magic to life and conserve it.

This special event is a way of showing gratitude to these Cast Members for their talent and commitment, which has allowed Disneyland Paris to enchant and attract guests, generation after generation. "This day of celebration is the occasion to take stock of how far we've come with our employees over these 25 years, continually working to offer an ever-more exceptional experience for our guests," shares Catherine Powell, *Présidente* of Euro Disney S.A.S. "We can't wait to see what the next 25 years have in store!"

Disneyland Paris, a corporate citizen

Catherine Powell, *Présidente* of Euro Disney S.A.S., welcomed 2,500 children to the resort on April 4 and today presented a cheque for €250,000 to the *Secours populaire français* association during a ceremony attended by the association's Chairman, Julien Lauprêtre.

This ceremony was the culmination of the #sparkleforall solidarity campaign, launched on social media for the resort's 25th Anniversary, under which users were invited to post a photo of their eyes on social networks including this hashtag.

Sharing, solidarity, and generosity are the values which Walt Disney always held dear. The Corporate Citizenship department at Disneyland Paris seeks to carry on this tradition, working with the Disney VoluntEARS who have organised countless initiatives since 1992.

Launch of the first corporate campaign for television

Lastly, this day marks the launch of the first-ever corporate campaign for television for the resort's 25th Anniversary. This campaign focuses on the contribution that Disneyland Paris has made to the French economy over the past 25 years, through the employees that have worked daily to improve the guest experience – Cast Members and suppliers alike.

In 25 years, the resort has become Europe's number one tourist destination, with over 320 million visits since its opening on 12 April 1992. Over the years, its development has featured important highlights, from the signing of the Agreement with French public authorities in 1987 to the grand opening of the TGV station in 1994 and the opening of Walt Disney Studios Park 2002.

About Disneyland Paris

Disneyland Paris is Europe's leading tourist destination, with more than 320 million visits since its opening in 1992, and over 15,000 Cast Members working on site. Its employees perform more than 500 different roles, positions and professions, represent more than 100 nationalities and speak 20 languages. Disneyland Paris is the number one private employer of its home region (Seine-et-Marne) and the number one single-site employer in France. In addition to its direct jobs, Disneyland Paris has a significant economic impact on the Seine-et-Marne and the Île-de-France regions as well. Its activity generates 56,000 direct and indirect jobs in France. For more information, please visit: <http://corporate.disneylandparis.com>. Find out more: <http://disneylandparis-news.com/en>

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